

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF: Roux Holdings, LLC
and Donald Heidrich

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File No. 14-00187

NOTICE OF HEARING

TO RESPONDENTS: Roux Holdings, LLC
 c/o Donald Heidrich
 837 Luke Street
 Ottawa, Illinois 61350

Donald Heidrich
837 Luke Street
Ottawa, Illinois 61350

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 13th day of December 2016 at the hour of 10:00 a.m. or as soon as possible thereafter, before James L. Kopecky, Esq., or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order shall be entered which would prohibit Respondents from selling or offering to sell securities in the State of Illinois and/or granting such other relief as may be authorized under the Act including but not limited to the imposition of a monetary fine in the maximum amount pursuant to Section 11.E of the Act, payable within ten (10) business days of the entry of the Order.

The grounds for such proposed action are as follows:

1. That Respondent Donald Heidrich (hereinafter "Heidrich") is an individual whose last known address 837 Luke Street, Ottawa, Illinois 61350.
2. That Heidrich was an Illinois resident during all times relevant.
3. That Roux Holdings, LLC (hereinafter "Roux") was an Illinois corporation which was dissolved November 13, 2015. Heidrich was its managing member during all times relevant.

4. That Investor A in June of 2013 invested \$10,000 in a promissory note issued by the Respondents.
5. That Investor B in August of 2013 invested \$50,000 in a promissory note issued by the Respondents.
6. That Respondent failed to disclose to Investor A and Investor B material facts including the 2012 failure of PosTract Technology Inc., a company of which Heidrich was the CEO. Investors lost over 3 million dollars in that venture. Respondents did not provide the investors a prospectus or a summary only the promissory note.
7. That one or more of the investors was not accredited and the investors were not required to fill out any questionnaires or other applications attesting to whether they were accredited investors.
8. That numerous requests were made of the Respondents by the Investors for payment pursuant to the terms of the promissory notes but no payment was forthcoming.
9. That the activities described above constitutes the offer and/or sale of a securities and as those terms are defined in Sections 2.1, 2.5, and 2.5a of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act").
10. That Section 5 of the Act provides, inter alia, that all securities except those exempt under Section 3 or those offered or sold in transactions exempt under Section 4 shall be registered either by coordination or by qualification prior to their offer or sale in the State of Illinois.
11. That Respondents failed to file with the Secretary of State an application for registration of the securities described above as required by the Act and that as a result the securities were not registered pursuant to Section 5 of the Act prior to its offer in the State of Illinois.
12. That Section 12.A of the Act provides, inter alia, that it shall be a violation for any person to offer or sell any security except in accordance with the provisions of the Act.
13. That Section 12.D of the Act provides, inter alia, that it shall be a violation for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
14. That Pursuant to Section 12.G of the Act, it is a violation of the Act to obtain money or property through the sale of securities by means of any

untrue statement of a material fact or any omission to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading.

15. That by virtue of the foregoing, the Respondents have violated Sections 12.A, 12.D and 12.G of the Act.

You are further notified that you are required pursuant to Section 1104 of the Rules to file an answer to the allegations outlined above, a Special Appearance pursuant to Section 1107 of the Rules, or other responsive pleading within thirty (30) days of receipt of this notice. Your failure to do this within the prescribed time shall be deemed an admission of the allegations contained in the Notice of Hearing and waives your right to a hearing.

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to appear shall constitute default by you.

The Rules promulgated under the Act and pertaining to Hearings held by the Office of the Secretary of State, Securities Department may be viewed online at <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>.

Delivery of notice to the designated representative of any Respondent constitutes service upon such Respondent.

Dated: This 27th day October 2016



JESSE WHITE
Secretary of State
State of Illinois

Attorney for the Secretary of State:
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Hearing Officer
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